

# **Plaintiffs' Exhibit 43**



# AWBid Update for DMPM

## Cross-exchange buying for remarketing

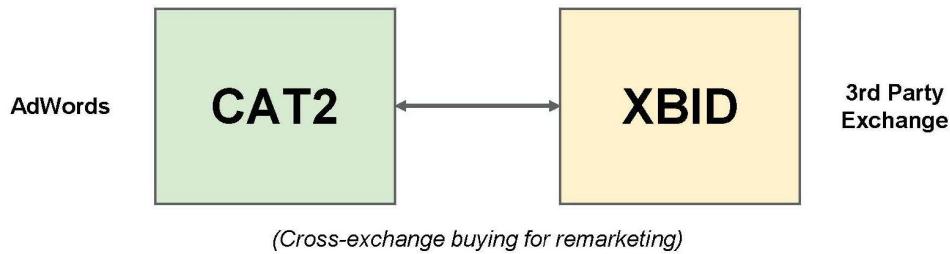
Tobias Maurer

9/4/2014

PRIVILEGED AND CONFIDENTIAL



## What is AWBid (AdWords Bidder)?



Google Confidential and Proprietary

Inventory Quality Meets AdX policy ratings and compares to Adsense Longtail		
	Description	Action
<b>Webmail</b>	6-7 webmail providers (eg. orange.co.uk)	blacklist/whitelist based off webmail beta solution
<b>Copyright</b>	some evidence, eg. <a href="http://dramafire.com">dramafire.com</a> , <a href="http://amolotov.info">amolotov.info</a>	AdSense blacklist
<b>Cracking/Hacking</b>		
<b>T&amp;C compliance</b>	MP3/Video downloads, subverting rights, use Google Product abuse blacklist	
<b>Ad injection</b>	suspecting ad injections (eg. thephonebook.bt.com)	not blocking: can create a list of top 100 O&O properties and block them
<b>Sexual Content</b>	very little evidence, eg. <a href="http://imgur.com">imgur.com</a>	not blocking: keep monitoring
<b>Desktop app</b>		not blocking: keep monitoring
<b>Multi-level Syndication</b>	can create a list of top 100 O&O properties and block them	not blocking: keep monitoring

PRIVILEGED AND CONFIDENTIAL

Google Confidential and Proprietary

<https://docs.google.com/a/google.com/document/d/1Oe2MMiLAo2RF43vVm462sDxe9i2jS1HJkMyIN07nSP8/edit>



## Click Spam is at acceptable levels in most exchanges, actions for outliers needs discussion

Based based on 5/18 - 6/16 [analysis with power drill](#) and [writeup](#) by privard@, kduang@

Currently not getting spam signals on impression basis but will with launch [115647](#)

Casale Media's spam due to ad verification service, can be addressed with special log handling on our end.

### Next Steps

More experimentation needed understand nature of spam, then work with offenders to address spam or terminate buying

	Online	Offline
Rubicon	Live EOW	Live EOW
OpenX	14.8%	3.5%
Casale Media	35.2%	0%
PulsePoint	14.6%	100%
Pubmatic	17.9%	insufficient traffic
Yieldlab	14.8%	insufficient traffic
AdX	10.4%	1%

percentage of clicks considered fraudulent,  
based on same spam criteria applied to AdX

PRIVILEGED AND CONFIDENTIAL

Google Confidential and Proprietary